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Dr. Neil Holbert
Market Research Dept.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Neil:

Please forgive the delay in getting back to you with our thinking and recommendations for testing of Philip Morris cigarette advertising. Not only is this our busiest time of the year - but our last meeting left us with several challenging questions.

Of course, our objective is to come up with a test approach that comes to grips with not only the communications, or recall facet of your advertising, but which also measures simultaneously the effectiveness of individual ads in terms of their ability to modify images of cigarette brands and to move them up to the level of consideration/trial/re-trial. Collateral experience in other product areas indicates a low correlation between these two criteria of performance both in print and in television (Recall vs. Persuasion)!

To review, the basic methodology we feel represents the best approach to gather these data is as follows:

- Personal placement with smokers of an actual magazine with regular readers of that kind of magazine with test ad tip-ins as well as ads that actually appear in the issue.
- Control over the total number of cigarette ads that appear in the issue.
- Respondents screened for smokership in a camouflaged manner, asked to participate in a survey "to make magazines more interesting".
- Attitudes/images of different cigarette categories and brands obtained prior to exposure.
- Exposure to the test magazine.

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- Repeat of questioning regarding attitudes/images of different cigarette categories and brands to detect changes due to exposure to cigarette advertising.

- Following the pre/post questions, attention would be shifted to the specific subject of advertising for the first time in the interview, and readers would be interrogated to determine levels of claimed and proven recall, idea and impression communications, etc. For certain cigarette ads, readers who do not recall could be re-exposed and probed in order to learn more about why the ads failed to "connect" with the readers (or vice versa).

  Of course, this basic approach is one that we have been using quite successfully for a host of different product categories in both print and television advertising over the last 5 years.

It is interesting to note that the category of cigarettes, in which advertising effectiveness is credited with having a demonstrable effect on sales, presents more of a challenge in the measurement of attitude/image change area than most other categories. It is for this reason that we have had to re-think both the cigarette category and the specific questions we ordinarily employ in our pre-to- post questioning, to produce what we feel are on target questions to assess this vital area of image/attitude change. Before spelling out these questions, it is important to give you the background of our thinking on the whole subject of cigarette marketing. Although handicapped considerably by having little or nothing in the way of hard facts, and at the risk of going way out on the wrong limb on the one hand, or on the other hand, appearing to have a great grasp of the obvious, here are our thoughts:

In the arena of cigarette choice there are two dominant influences that apply. In fact, it is probably safe to say that both considerations apply to most individual smokers. One is the rational or sensory perception of something concrete that exists - eg. low tar level, recessed filter, full flavor, menthol taste, size/color/shape of the cigarette. The other factor is the image or association that is perceived for a cigarette brand.

An example of this difference no doubt exists in the Marlboro experience. If my recollections are correct, during a period of little or no product/package change (perception of something concrete that exists), the new advertising campaign (Black & white with color emphasis on the package only, which featured upscale masculine men with tatoos) achieved a dramatic change in positioning from a woman's cigarette to a man's cigarette and began the climb to the top of the market. If this is correct, the other factor, the image or association perception was the major reason for this turnaround. Though Marlboro had been an acceptable brand in terms of tangible attributes, it was not until the image was changed that it became a considered, then preferred brand for many smokers.

Akin to this thesis is the thought that most line extensions are "defensive" measures to some degree, designed to hold on those smokers who, on the image side prefer the "basic" brand, but who are being drawn into another type of cigarette (eg. low tar, menthol, 100 mm, etc.) by overall trends in the market. Of course, there is the "offensive" aspect of these extensions in that a brand

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such as Marlboro becomes available to the smoker whose choice is controlled more by his insistence on a low tar cigarette.

This mental framework prompts us to seek several measures of change that occur due to advertising exposure:

1. Change toward a different type of cigarette (eg. exposure to several different ads - all promoting low tar cigarettes).

2. Change in conscious desire to try or consider specific brands.

3. Change in perception of tangible attributes offered by specific brands.

4. Change of the importance of tangible attributes in the trial decision.

5. Change in perception of images of specific brands.

To measure these changes in a test situation, it would be necessary to decide on several things in advance and hold them more or less constant for series of tests:

- A categorization of cigarette types that is understandable to the respondent.

  For example: 100mm menthol, other menthol, 100mm regular filter, etc. While this is very challenging to come up with one listing which covers every possibility, a practical list which covers Philip Morris brands that would receive heavy advertising support could no doubt be worked up.

- A statement of the key attribute(s) that each Philip Morris brand is attempting to get across in its campaign.

- A statement of the key image that each Philip Morris brand is attempting to convey in its campaign.

Assuming these can be arrived at, the pre-to-post questioning we envision would take this essential form:

"Which of the following types of cigarettes do you currently smoke?

(Aided list below)

"Which others of these types of cigarettes do you think you'll be trying in the next 6 months?"

100mm Menthol
Other Menthol
100mm Regular Filter
Low Tar or Light Filter
Regular Filter
Non-filter

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Then for each type currently being smoked: (eg. 100mm Menthol)

"If you could no longer get the (100 mm menthol) brand you now smoke, which (100mm menthol) brands do you think you would try or consider before deciding upon a brand to smoke regularly?"

"Which 100mm menthol brands, if any, _____" (possess or are best at, certain characteristic(s)?

"Is _____(certain characteristic) one of the most important influences in your choice of 100mm menthol brands?"

"Which 100mm menthol brands, if any, _____" (possess certain image/associations)?

For each type to be tried in next 6 months (eg. low tar):

"Which (low tar) brands do you think you will try or consider in the next 6 months?"

"Which (low tar) if any, _____" (possess, or are best at, certain characteristics)?

"Is _____(certain characteristic) one of the most important influence in your choice of low tar brands?"

"Which (low tar) brands, if any, _____" (possess certain image/associations)?

A primary reason for asking the "most important influence" question is to get a better fix on the relative importance of attributes vs. image for individual respondents. For example, respondents who indicate that the key attribute(s) are not important might be positioned as "image dominant" smokers by default.

Of course, none of the precise wording of these questions is etched in stone, and fine tuning will no doubt be required -- but this sums up the kinds of questions we feel will be successful in adding a tremendous amount of insight into how cigarette advertising really works at the persuasion level.

In terms of timing, field work will be handled in 5-7 days. An additional 7-10 days will be required for sendout, return from field, check in, etc. After we review the first test to iron out types of data breaks we need a presentation of data, top-line data on subsequent tests will be available approximately three weeks from the date of sendout of materials to the field. Final report will be available approximately one week after top-lines.

For sample size, we recommend a minimum of 150 smokers. A ballpark cost of 150 respondents (75 men, 75 women) would be about $4500. It should be noted that we will be able to look at as many as six Philip Morris and competitive ads

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in each test, which greatly reduces the cost per ad, although there might be a small additional charge for playback profiles, playback typing, etc. on "additional" ads. This opportunity to obtain basic data on several ads without additional cost facilitates obtaining test-retest data, accumulation of data among narrow target group samples, etc.

Needless to say, we would certainly look forward to working with you on this project. Please let me know if there is anything I neglected to cover or if there is any additional information you need.

Best Regards,

Harold L. Ross, Jr.

HLR:gb

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BASIC METHODOLOGY

- PERSONAL PLACEMENT WITH SMOKERS OF AN ACTUAL MAGAZINE WITH REGULAR READERS OF THAT KIND OF MAGAZINE WITH TEST AD TIP-INS AS WELL AS ADS THAT ACTUALLY APPEAR IN THE ISSUE.

- CONTROL OVER THE TOTAL NUMBER OF CIGARETTE ADS THAT APPEAR IN THE ISSUE.

- RESPONDENTS SCREENED FOR SMOKERSHIP IN A CAMOUFLAGED MANNER, ASKED TO PARTICIPATE IN A SURVEY "TO MAKE MAGAZINES MORE INTERESTING".

- ATTITUDES/IMAGES OF DIFFERENT CIGARETTE CATEGORIES AND BRANDS OBTAINED PRIOR TO EXPOSURE.

- EXPOSURE TO THE TEST MAGAZINE.

- REPEAT OF QUESTIONING REGARDING ATTITUDES/IMAGES OF DIFFERENT CIGARETTE CATEGORIES AND BRANDS TO DETECT CHANGES DUE TO EXPOSURE TO CIGARETTE ADVERTISING.

- FOLLOWING THE PRE/POST QUESTIONS, ATTENTION WOULD BE SHIFTED TO THE SPECIFIC SUBJECT OF ADVERTISING FOR THE FIRST TIME IN THE INTERVIEW, AND READERS WOULD BE INTERROGATED TO DETERMINE LEVELS OF CLAIMED AND PROVEN RECALL, IDEA AND IMPRESSION COMMUNICATIONS, ETC. FOR CERTAIN CIGARETTE ADS, READERS WHO DO NOT RECALL COULD BE RE-EXPOSED AND PROBED IN ORDER TO LEARN MORE ABOUT WHY THE ADS FAILED TO "CONNECT" WITH THE READERS (OR VICE VERSA).

OF COURSE, THIS BASIC APPROACH IS ONE THAT WE HAVE BEEN USING QUITE SUCCESSFULLY FOR A HOST OF DIFFERENT PRODUCT CATEGORIES IN BOTH PRINT AND TELEVISION ADVERTISING OVER THE LAST 5 YEARS.

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MEASURES OF CHANGE

- CHANGE TOWARD A DIFFERENT TYPE OF CIGARETTE (E.G. EXPOSURE TO SEVERAL DIFFERENT ADS - ALL PROMOTING LOW TAR CIGARETTES).

- CHANGE IN CONSCIOUS DESIRE TO TRY OR CONSIDER SPECIFIC BRANDS.

- CHANGE IN PERCEPTION OF TANGIBLE ATTRIBUTES OFFERED BY SPECIFIC BRANDS.

- CHANGE OF THE IMPORTANCE OF TANGIBLE ATTRIBUTES IN THE TRIAL DECISION.

- CHANGE IN PERCEPTION OF IMAGES OF SPECIFIC BRANDS.

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TO BE DETERMINED IN ADVANCE

- A CATEGORIZATION OF CIGARETTE TYPES THAT IS UNDERSTANDABLE TO THE RESPONDENT.

  FOR EXAMPLE: 100 MM MENTHOL, OTHER MENTHOL, 100 MM REGULAR FILTER, ETC. WHILE THIS IS VERY CHALLENGING TO COME UP WITH ONE LISTING WHICH COVERS EVERY POSSIBILITY, A PRACTICAL LIST WHICH COVERS PHILIP MORRIS BRANDS THAT WOULD RECEIVE HEAVY ADVERTISING SUPPORT COULD NO DOUBT BE WORKED UP.

- A STATEMENT OF THE KEY ATTRIBUTE(S) THAT EACH PHILIP MORRIS BRAND IS ATTEMPTING TO GET ACROSS IN ITS CAMPAIGN.

- A STATEMENT OF THE KEY IMAGE THAT EACH PHILIP MORRIS BRAND IS ATTEMPTING TO CONVEY IN ITS CAMPAIGN.

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PRE-TO-POST QUESTIONING

"WHICH OF THE FOLLOWING TYPES OF CIGARETTES DO YOU CURRENTLY SMOKE? (AIDED LIST BELOW.)

"WHICH OTHERS OF THESE TYPES OF CIGARETTES DO YOU THINK YOU'LL BE TRYING IN THE NEXT 6 MONTHS?"

100 MM MENTHOL

OTHER MENTHOL

100 MM REGULAR FILTER

LOW TAR OR LIGHT FILTER

REGULAR FILTER

NON-FILTER

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PRE-POST QUESTIONING (CONT'D)

THEN FOR EACH TYPE CURRENTLY BEING SMOKED: (E.G. 100 MM MENTHOL)

"IF YOU COULD NO LONGER GET THE (100 MM MENTHOL) BRAND YOU NOW SMOKE, WHICH (100 MM MENTHOL) BRANDS DO YOU THINK YOU WOULD TRY OR CONSIDER BEFORE DECIDING UPON A BRAND TO SMOKE REGULARLY?"

"WHICH 100 MM MENTHOL BRANDS, IF ANY, _____"(POSSESS OR ARE BEST AT, CERTAIN CHARACTERISTIC(S)?"

"IS_____(CERTAIN CHARACTERISTIC) ONE OF THE MOST IMPORTANT INFLUENCES IN YOUR CHOICE OF 100 MM MENTHOL BRANDS?"

"WHICH 100 MM MENTHOL BRANDS, IF ANY,_____" (POSSESS CERTAIN IMAGE/ASSOCIATIONS)?"

FOR EACH TYPE TO BE TRIED IN NEXT 6 MONTHS (E.G. LOW TAR):

"WHICH (LOW TAR) BRANDS DO YOU THINK YOU WILL TRY OR CONSIDER IN THE NEXT 6 MONTHS?"

"WHICH (LOW TAR) IF ANY,_____"(POSSESS, OR ARE BEST AT, CERTAIN CHARACTERISTICS)?

"IS_____(CERTAIN CHARACTERISTIC) ONE OF THE MOST IMPORTANT INFLUENCE IN YOUR CHOICE OF LOW TAR BRANDS?"

"WHICH (LOW TAR) BRANDS, IF ANY,_____"(POSSESS CERTAIN IMAGE/ASSOCIATIONS)?"

[redacted]

Source: https://www.industrydocuments.ucsf.edu/docs/[redacted]

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	Key Attribute	Key Image
Marlboro	Full Flavor Filter	For masculine, out-of-doors, independent men
Virginia Slims	Cigarette specifically designed for women	For fun-loving, liberated women
Benson & Hedges	Longer Length	For sophisticated "hip" smokers
Merit	Low tar but Full Taste	For smokers concerned about health
Parliament	Low tar recessed filter	For upper scale "intelligent" smokers

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	Key Attribute	Key Image
Marlboro	Full Flavor Filter	For masculine, out-of-doors, independent men
Virginia Slims	Cigarette specifically designed for women	For fun-loving, liberated women
Benson & Hedges	Longer Length	For sophisticated "hip" smokers
Merit	Low tar but Full Taste	For smokers concerned about health
Parliament	Low tar recessed filter	For upper scale "intelligent" smokers

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